

From the smallest community to the large metro areas, Oklahoma radio and television stations play a vital role in the everyday lives of the public they serve. In 2003 Oklahoma radio and television stations contributed over \$110,000,000 in public service time, fund raising efforts for charitable causes, and disaster relief. The vital role they play was never more evident than the April 19, 1995 Murrah Building bombing and the May 3, 1999 tornadoes that swept across the State. In both of these incidents local programming and revenues were immediately cast aside. Uppermost in the minds of radio and television, "was serving their public."

Within two minutes after the April 19 bombing a local radio station reported an explosion from downtown Oklahoma City. In the hours, days and weeks that followed, radio and television kept the public advised of the occurrence, the needs of rescue workers, the victims and survivors. As one local official stated, "All I have to do is go on radio and television and our needs are immediately filled."

The May 3, 1999 tornado, the worse in our nation's history, left a swath of devastation from southwest Oklahoma through northeastern Oklahoma. The efforts of radio and television saved hundreds of lives. Oklahoma City radio stations dropped all regular programming and simulcast television weather continuously from late afternoon until early evening.

Oklahoma radio and television stations joined with statewide law enforcement to form the first statewide Amber Alert program. The Oklahoma plan became a model for statewide plans across the country. To date 4 children have been successfully recovered due to broadcasters efforts. Broadcasters participation in the Oklahoma EAS statewide plan was a contributing factor to the success of the Oklahoma Amber program.

There is nothing more local or that draws a community together than high school athletics. Each school year radio stations across the state follow their local teams throughout the season and to the state championships. Many carry a number of sports, football, basketball, baseball, softball, wrestling. Radio stations also promote the many activities of the Oklahoma Secondary School Activities Association through our State broadcast association. State college sports activities also play a vital role in programming to the local community.

Coverage of Oklahoma local, state and federal governmental officials is done in a variety of ways by Oklahoma stations. Weekly public affairs programming, talk shows, news, periodic reports from state and federal elected officials, telephone interviews as some of the vehicles used. Many of these same vehicles are utilized during the election campaigns.

Most of the television stations and some radio provide to the public consumer keeping them informed on new products, protecting them from fraudulent schemes and investigating their complaints. Medical reports provide a service on new products, procedures, or general information valuable to the viewer.

Broadcast promotion is the life blood of hundreds of year-around local events including festivals, rodeos, fund-raising runs & walks, coats, Christmas toys, United Way campaigns and the list could go on and on.

To most Oklahoma radio and television stations the assessment of their local community needs is merely one of walking down main street, talking with daily contacts that are their clients, friends or elected officials. Attending local community and school meetings, athletic events and just being aware of what is going on around them.

Localism is the key to success of local radio and television stations. Localism is treated in many ways by different stations. Localism is cannot be a "one-approach fits all." The diversity of formats demands the servicing each audience in a different way. Staff and market sizes also produce variables on the services a station can provide. A station, as any other business, cannot be all things to all people.

The nations radio and television stations provide a multitude of services to their local communities and it's free. Can any other local electronic media service make that statement?

Does broadcast need stringent rules and regulations to provide localism?
We don't think so. We recognize our importance to our communities served and have been providing them with those services for years.

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